

Milestones and Marketing Events

JS APNI CRICKET LEAGUE

JS Bank and Engro Foods Limited enter into Strategic Alliance

JS BANK
300 BILLION DEPOSITS

JS Bank and Islamabad Police Introduce QR Code Parking System



#ApniToNikalParri

JS BANK
 BAHNA HAI AAGEY

JS Bank wins CSR award at the
7th Corporate Social Responsibility Summit & Awards 2018

Launch of Management Trainee Program

JS Bank is first in the industry to have **EMV compliant ATM's**

ACHIEVEMENTS

300 Billion Deposits
Credit Cards - Award Ceremony for Top Performers
Welcoming Experience and Expertise!
Growth: PKR 400,000,000 in JS Raabta Current Account
Insurance Sales Jump to 250 Million
Astounding Success of JS Islamic Capital Preservation Allocation Plan I

INITIATIVES

JS Apni Cricket League
A Campaign to be Remembered!
JCash successfully launches Home Remittance Mobile Account (HRA)
Seamless Banking with IBM and Oracle
EMV Compliant ATMs
Home Remittance Application Progamme Interface (API)
JS Bank and Western Union jointly give an opportunity to win an Umrah Journey for Two!
JS Bank and Islamabad Police introduce QR Code Parking System
Launch of Management Trainee Program
Launch of e-learning platform
Operations Managers Development Program
Advanced Funds and Revenue Management
JS Bank partners with Dawood Hercules for 11.2 Bn Sukuk
USAID-supported Pakistan Catalyst Fund and JS Bank join hands for industry development

PARTNERSHIPS AND ALLIANCES

JS Bank & Hotel One sign Strategic Business Partnership
JS PMYBL & Nestle Pakistan - Farmer Support
JS Bank collaborates with Ghandara Group
JS Bank and Engro Foods Limited enter into Strategic Alliance
JS Bank and Fetchsky enter into Strategic Partnership
JS Bank Corporate Alliances - Cards
JS Bank & CarFirst Join Hands to provide First-of-Its-Kind Vehicle program in Pakistan

CORPORATE SOCIAL RESPONSIBILITY

JS Bank wins CSR award at the 7th Corporate Social Responsibility Summit & Awards 2018
Mahvash & Jahangir Siddiqui Foundation collaborates with Bykea to launch Bikers Support Scheme
Mahvash & Jahangir Siddiqui Foundation and Dost Foundation join hands

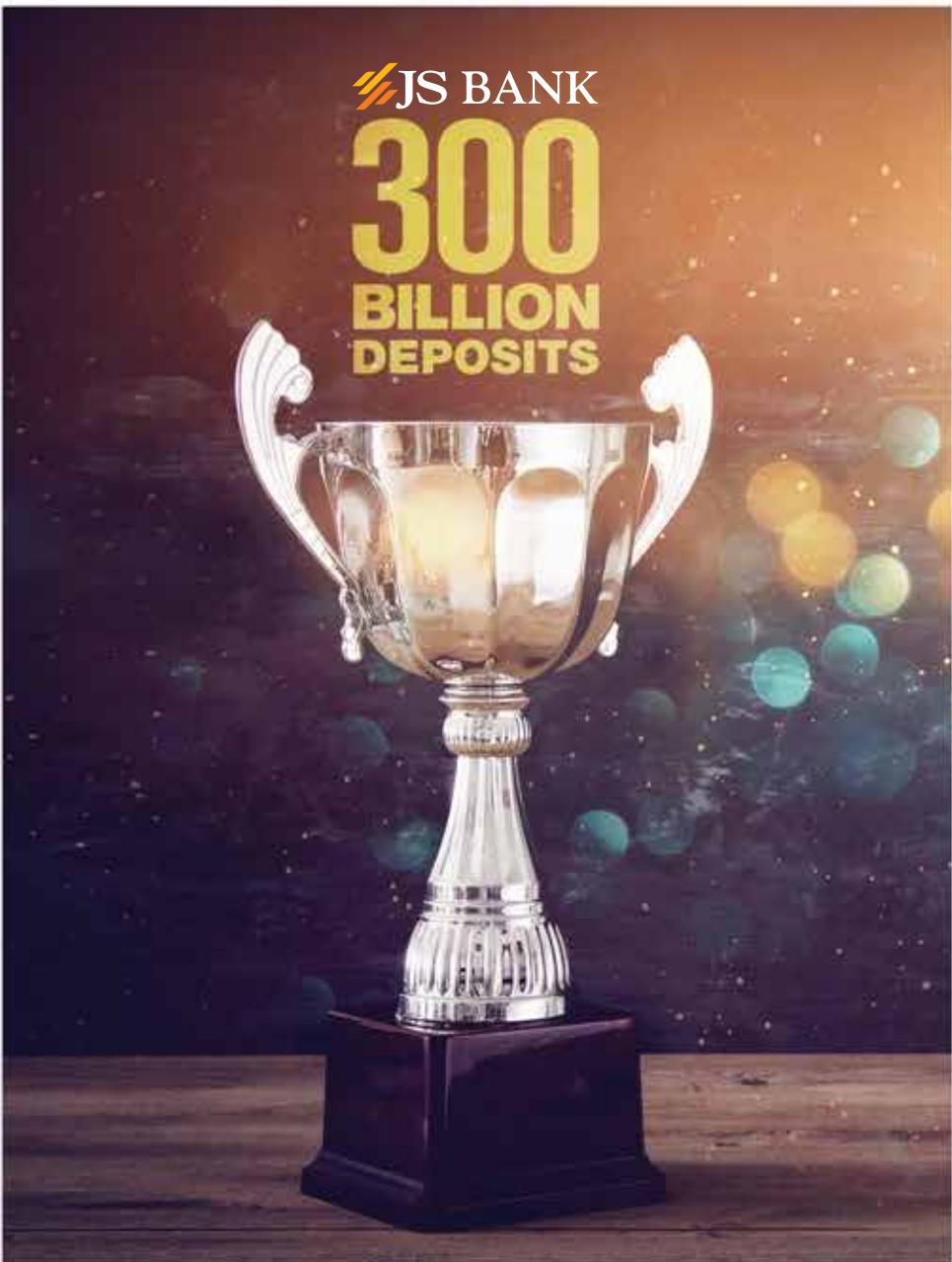
ARTICLES

Mistakes - It's not the failures that define us so much as how we respond to them
How perfectionists can get out of their own way

Achievements



300 Billion Deposits



We are humbled by the confidence our customers have placed in us. Thanks to them, we have achieved Rs. 300 Billion in deposits as of March 31, 2018 and continue to grow. As one of Pakistan's fastest growing Bank's we are committed to serving our customers in ever more efficient, effective manners through innovative solutions designed for their success.



Credit Cards - Award Ceremony for Top Performers



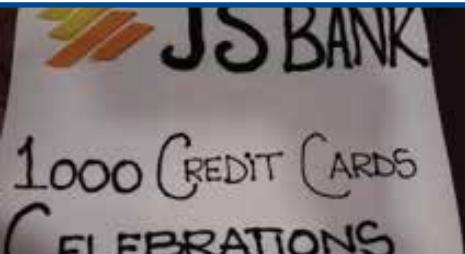
Award Giving Ceremony held at Karachi, Group Head (CB&SPG) Raja Abdullah Khan distributed the shields & certificates among the top performers in South Region.



Top Performers being rewarded with certificates in Central & North Region



Hyderabad hits 1000 Cards mark



Certificates & shields awarded to the top performers in Lahore, Karachi & Islamabad Regions:

- Credit Cards sales have hit 20K+ plus Cards till date. This was achieved in a short span of time with hard work & dedication.
- Sales teams in all 3 regions Lahore Islamabad & Karachi made this possible through their efforts & commitment.
- The teams have raised the performance bar and are competing with the top banks of the industry in terms of generating numbers & ENR on month on month basis.
- Hyderabad region has hit the 1000 card mark in a short span of time reflecting the potential of the performing team.

Welcoming Experience and Expertise!

Ali A. Karimjee joined the bank as Head of Administration in January 2018, he brings with him 30 years' experience in Finance, Audit and Administration. He worked with A.

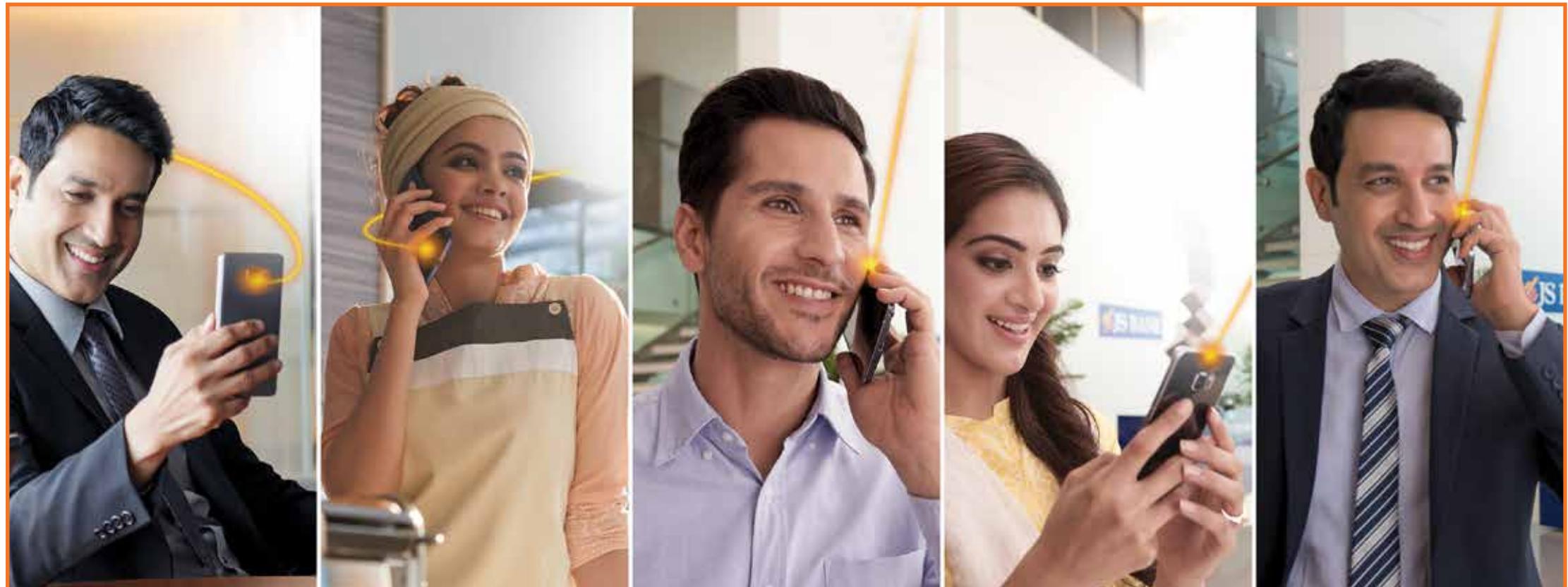
F. Ferguson & Co., Chase Manhattan Bank N.A., United Saudi Bank, Arab National Bank and Bank Al Falah prior to joining JS Bank.

Growth: PKR 400,000,000 in JS Raabta Current Account

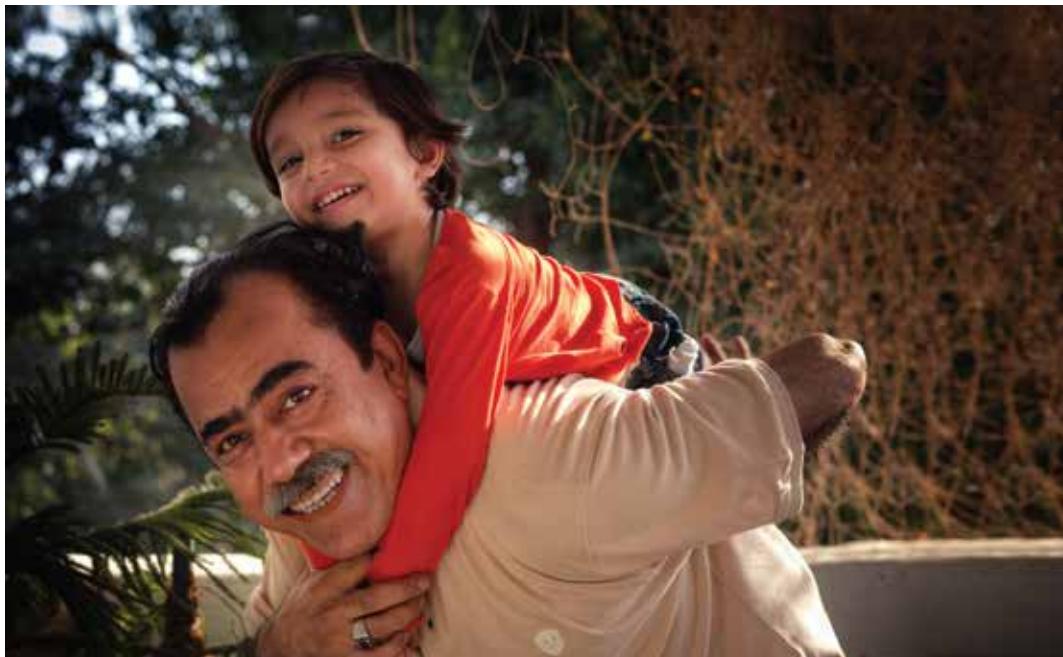
JS Raabta Current Account is a modern current account backed by a powerful postpaid package by Telenor, offering a host of value added features. With the launch of the product, combining a free Telecommunication package & Banking benefits, JS Raabta gained immediate popularity amongst the masses. The product showed rapid growth over time and the product portfolio as of March 30th 2018, stood above PKR 400 Million!

We attribute this achievement to the dedicated team efforts of JS Bank's sales force. In 2018, we expect the portfolio to expand further, and look forward to crossing the next milestone of PKR 500 Million!

Together We Achieve the **Improbable**



Insurance Sales Jump to 250 Million



2017 was a year of achievement for Bancassurance team. In contrast to earlier experience, it was not just an ordinary business year but one filled with fierce competition between all the different segments. The battle reflected the fact that both the stakes and the rewards have never been higher.

During 2017, the total bancassurance business for the year stood at a whopping figure of more than Rs 250 Million with Rs 100 Million worth of sales executed in the last month of the year.

This was truly a memorable year and has proved that with tenacity and dedication there is no target that cannot be achieved!

Astounding Success of JS Islamic Capital Preservation Allocation Plan I

After the success of JS Islamic Active Allocation Plan I & II with a fund of more than PKR 500 million achieved, all teams are geared up for the next challenge.

The new and improved JS Islamic Capital Preservation Allocation Plan - I was launched in February 2018 providing customers an opportunity to opt for a Sharia compliant and Capital Protected Mutual Fund for their investment needs.

Through teamwork and dedication, the Bank booked a total business of more than PKR 1.4 Billion as sales people from every segment took on the challenge head on resulting in the best ever Mutual Fund generation in a single tranche.

The campaign proved that if you're focused you will not only Meet but Exceed your targets!

JS Islamic Capital Preservation Allocation Plan - 1

Under JS Islamic Hybrid Fund of Funds-2

Sarmaye Ki Hifazat, Halal Munafey Ki Zamanat!

Halal returns over 2 years period
and capital preservation upon maturity based on
Constant Proportion Portfolio Insurance (CPPI) methodology

Key Benefits:

- Capital preservation with upto 50% Equity exposure
- Riba Free Investment
- Attractive Tax Benefits (as per current Income tax Laws)
- Minimum investment Rs. 10,000/- only

Under supervision of Mufti Irshad Ahmed Aljaz



Available at all JS Bank Branches across Pakistan.



Disclaimer: All investments in mutual funds are subject to market risks. Past performance is not necessarily indicative of the future results. Please read the Offering Document to understand the investment policies and the risks involved.



Initiatives

JS Apni Cricket League



#ApniToNikalParri

It's a bird... it's a plane... no, it's a massive 6!

Celebrating the passion for Cricket, JS Bank's Digital Banking team launched the Apni Cricket League smartphone app at the onset of PSL Season 3.

The fastest growing financial powerhouse in the nation raised the game by rolling out a ground-breaking application that gave Pakistanis a chance to win exuberant prizes this PSL season.

The application brought together the concept of gamification to banking through provision of amazing awards and prizes. Launched under the **Apni to Nikal Parri** campaign across multiple marketing platforms, which included branding Geo Super's pre & post match segment entirely, which served as one of the main platforms to engage and build the campaign. The campaign also hosted multiple music concerts and comedy shows in various universities across the nation.

The idea of gamification of banking services brings the elements, design and principles of a game into non-game environment in order to engage, educate and bond with unbanked customers. The app is part of the bank's strategy to increase financial inclusion across multiple demographics across the nation.

For PSL Season 3, the app offered over 100 exiting prizes which were won by players, from Khyber Agency to Karachi, across gender lines and age groups. The daily and weekend prizes included iPhone X, Nokia 8, Samsung

JS Apni Cricket League

Galaxy S8, trips to Turkey, LED TVs, PSL Final passes and a grand prize of Audi A3.

Gamers downloaded the application from Google Play Store. The app clocked more than 350,000 downloads in less than 33 days and is listed as one of the fastest growing/downloaded and trending digital banking & gaming applications ever in Pakistan.

Like most gaming apps, the app allowed players to use boosters which could be purchased in-app via JCash digital transaction facility. Customers used the JCash wallet for various transfers including purchasing boosters for the JS Apni Cricket League mobile game, not to forget over-the-counter fund transfers, withdrawing money from their accounts through a network of over 30,000 retailers, pay bills online, and mobile top-ups.

The JCash digital wallet was fully integrated with the JS bank account. You could use it whether you want to buy in-game features or wanted any of your regular financial transactions to be performed such as bank transfers, over the counter cash withdrawals, online bill payments, mobile top-ups etc.



A Campaign to be Remembered!



The grand prize - a brand new A3 Audi was awarded to Asad Ali on behalf of JS Bank

The launch of the JS Apni Cricket League (ACL) application was the first-of-its-kind venture by JS Bank and the promotion campaign surrounding its launch was another first for the Marketing and Communication team.

The launch activity was undertaken in a period of significant media activity as we were in direct competition with brands nationwide that were using the hype surrounding the Pakistan Super League (PSL) to push their image, products and services to new levels.

The promotion planning for JS ACL started a mere **6 weeks** before the planned launch of the application which was to coincide with the kick-off of PSL 18. The objectives of the campaign were unheard in Pakistan's advertising industry

keeping in mind the campaign's short timetable, 42 day length and end goal of making ACL the talk of the town.

With time being of the essence, the campaign had to be a success and compete with the on-going PSL 3 campaigns. That's where we came up with an idea of giving the campaign a catchy title '**'Apni To Nikal Parri'**', and developed a marketing engagement strategy using electronic (TV) advertisements, social media (Facebook, Twitter) blogs (sports & tech forums), website, targeted advertisements, Digital Videos, use of vloggers and managed Public Relations content on leading digital publishers (another first). Some key activities undertaken included:

- Launch of Teaser campaign two days before start of PSL 3
- '**'Apni To Nikal Parri'**' song was launched on all major electronic channels along with Digital media
- 4 Digital Videos were developed around the '**'Apni To Nikal Parri'**' theme
- Famous Vloggers made scenario based videos where a common man gets a chance to have its own cricket team and win exciting prizes leading to major market buzz
- **Appearance of digital content on leading publishers** such as BrandSynario, ProPakistani and FHM
- **Nationwide concerts and comedy shows at leading universities**
- **JS ACL Branded Tv show on Geo Super**

The campaign made its own space in the market because of its unique nature and gave us a great deal of learning and ideas for making future campaigns a success.

JCash successfully launches Home Remittance Mobile Account (HRA)

In line with the National Strategy of Financial Inclusion, JCash - JS Bank's Branchless Banking arm has launched the Home Remittance Mobile Account. Now customers can open their Home Remittance Account using JS Wallet Mobile Application or by visiting any JCash Agent across Pakistan to provide their biometric verification and remitter details, with no required documentation. JCash is the only bank to offer biometric verification to open Level 01 Mobile Account via JS Wallet Mobile Application due to which customers do not have to visit any branch/agent.

Once the account is successfully opened, customers can receive funds via international remittance directly into their account. Upon successful receipt of funds, customers receive a confirmation SMS as well. Account holders can visit any JCash agent for cash out of funds. Home Remittance Account is a step towards further enhancing the scope of branchless banking/mobile financial services. Apart from receiving funds customers will also enjoy:

- **Free Airtime (for transactions of USD 100 or more)**
- **Facility to withdraw cash from any JCash Agents nationwide Transfer funds to any bank account from JCash Home Remittance Account**
- **Bill Payment Facility**
- **No initial deposit or service charges to open the account**
- **Maximum Balance Limit of PKR 1.5 million**

Cash Withdrawal Limit of PKR 50,000 per day and PKR 500,000 per month



Seamless Banking with IBM and Oracle

With dynamic changes in banking services and associated channels, customers expect a hassle free banking experience, which is complimented by a rapidly changing technology landscape. To manage rapid integration of systems and development of new banking products, JS Bank has implemented IBM Integration Service Bus as the common platform between core banking, allied system and external partners.

This is part of the back-office and channel automation initiative taken by the Bank keeping in view, the business growth plans and their corresponding service needs. The Loan Origination System is the first solution to be integrated with the core banking using the IBM integration platform, whereby, right from customer on-boarding to loan disbursement the whole process is seamless. IBM integration bus is a leading platform that allows Enterprise IT business applications to be integrated and be able to exchange data to maximize value. The platform provides secure, rapid and scalable integration.

JS Bank has upgraded its Oracle financials and HRMS applications. This enables the user to experience real-time information discovery against each set of transactions in financial, procurement and human resources area. This not only enhances management capacity by giving detailed insight but also assists in making better decisions, reduce costs and increase performance. With the introduction of J-Recruitment and J-Onboarding modules, complete automation of recruitment and employee onboarding process will be achieved.

Bringing back-office to front-office, an advanced business process automation platform has been implemented. The initiative has been taken to fast track back-office processes and reduce human errors while further improving customer satisfaction level. Using this platform, the Auto Loan process has been automated end to end, for Consumer banking team. Now auto loan process can be completed on same day, essential for quick approvals, refining their risk profile to optimize pricing, or mining customer data to identify incremental marketing opportunities. The system is very flexible and agile enabling business users to make changes and make them part of process as required.

Temenos Insight BI solution has been implemented for T24 Core Banking and Allied system providing MIS, BI and Analytics solution for business, operations and finance.

To prevent & control financial frauds, a solution is being implemented to monitor rogue end-user activities and empower Operations Risk with stringent monitoring of control violations. For better evaluation, management and review of collection strategies as well as better visibility of debit portfolios, JS Bank will implement state of the art Collection & Recovery management solution.



EMV Compliant ATMs

With increasing use of digital payments in Pakistan, it is necessary to secure the payment card system and safeguard customer interest from frauds. IT has worked on many projects in the past year to increase and upgrade the underlying infrastructure related to Payment System. Operating System of various systems were upgraded to fix the vulnerabilities and increase the controls. ATMs are separated from existing branch network to separate virtual network (VLAN). Card Chip has been upgraded for issuing cards on DDA (Dynamic Data Authentication) platform which provides more security. **All of JS Bank ATM's are now EMV compliant and the first in industry to achieve this milestone as per SBP directive. All of Bank's Credit Card portfolio is 100% EMV compliant and Debit Card is almost 97%.**

JS Bank and Western Union jointly give an opportunity to win an Umrah Journey for Two!

JS Bank joined hands with Western Union to provide its customers an opportunity of a life time. JS Bank accounts holders on receiving Western Union remittance payments from KSA and Kuwait were selected for a lucky draw out of which 10 lucky winners were rewarded Umrah tickets for two.



Home Remittance Application Programme Interface (API)

JS Bank is one of the pioneer banks facilitating overseas customers for their Home Remittance needs. In order to provide better services to beneficiaries, IT and CRBG have taken initiative to integrate directly with remitting entities. Currently, the Home-Remittance system is connected through API's with 8 remitting entities and integration with 2 entities is in progress, placing the Bank into service provider category with highest number of direct API connections.

The surprise lucky draw was a dream come true for the winners. The joy of visiting the holiest of places was a blissful opportunity. We at JS Bank are grateful for having played our part.



JS Bank and Islamabad Police introduce QR Code Parking System



Noman Azhar, Head of Branchless Banking JS Bank along with senior representatives of Islamabad Police.

JS Bank has partnered with Islamabad Police to launch an innovative QR Code based public parking solution titled Park Secure. This system was launched by JS Bank in line with its focus to provide innovative technological solutions for the convenience and benefit of the public.

This system will be used to secure all public parking areas by issuing a digitally created QR coupon tagged with the vehicle information upon entry. At the time of exit, the QR code will be scanned and only vehicles with matching credentials will be allowed to exit. The system will provide live statistics of cars which have

entered, exited or are currently parked at any given public area. These details can be shared with other relevant organizations and departments for further action.

Speaking about this new initiative, IG Islamabad Sultan Azam Temuri said

"Safety of the public and their property is of utmost importance for us. One of the new safety and security initiatives undertaken in this regard is the QR code based digital parking system. We are confident that this system will provide the public with greater convenience and protection. We are also working to introduce other digital policing initiatives in the near future."

Expressing his views on this achievement, Noman Azhar, Country Head Branchless Banking & Digital Implementation for JS Bank said

"We are proud to support the vision and efforts of the Islamabad Police for digitization. We believe that technology is a key component to solving many of the challenges which we face today. Park Secure is a revolutionary initiative and will result in positive outcomes for all stakeholders."

Launch of Management Trainee Program



The recruitment process for the 2018 Management Trainee Batch kicked into high gear in Q1 2018. JS L&OD has participated in Job Fairs at LUMS, IBA, SZABIST Karachi, Iqra University, and NUST Islamabad. Recruitment Drives were held specifically for MT Recruitment at LUMS, IBA, SZABIST

Karachi, CBM, LSE, FAST, and NUST, with approximately 800 students appearing for the MT entrance test. Recent Foreign Graduates returning to the country have also been tested and interviewed for induction into the program.

Launch of e-learning platform

A comprehensive LMS and e-learning platform has been developed by L&OD, along with a smartphone app to access learning material and personal learning records. The LMS has been undergoing rigorous UATs and security checks before its scheduled launch in Q2 2018.

With a view to providing better learning opportunities for the JS family, L&OD has been pursuing several options for establishing linkages and learning partnerships with other organizations. In lieu of the same, a strategic linkage is in process with the Superior Group of Colleges Punjab. This linkage will allow JS L&OD to access SGCP's campuses in smaller locations, providing a more learner-friendly environment for our learning programs.

Operations Managers Development Program

The Potential Operations Managers Development Program was launched, with the goal of bringing about a change in the learning culture at JSBL. It is a shift away from the normal practice of imparting the necessary training after an individual has been elevated to a certain designation. We now seek to introduce at JSBL a trend towards acquiring the necessary knowledge and skills before one can be considered for elevation. The program encourages a 'promote-from-within' culture, rather than the stop-gap practice of external hiring, resulting in increased loyalty and retention of employees.

Advanced Funds and Revenue Management

Role based T-24:

All Front Office users have been provided with T24 Core Role Based Dashboard Feature on Live which now can be utilized for real time position checking including currency and nostro balances on single screen.

Treasury Trader:

Treasury Trader of Temenos is an advanced solution for the international treasury operations that are carried out in the Front and Middle Office of today. Thanks to its real-time links to the market, it provides instant and accurate access to data that, when processed through an impressive range of risk, planning and analysis tools, will allow you to manage positions and data.

JS Bank Treasury has shifted its front office system to Treasury Trader, and the system has shifted to mock testing.

USAID-supported Pakistan Catalyst Fund and JS Bank join hands for industry development

The USAID-supported Pakistan Catalyst Fund and JS Bank Limited recently completed a strategic equity investment in Omar Jibran (OJ) Engineering Industries Limited. Pakistan Catalyst Fund is a private equity fund established with support from the United States Agency for International Development (USAID) under its Pakistan Private Investment Initiative (PPII) program.

OJ Engineering is a single source supplier for scores of parts to leading car and motorcycle manufacturers in Pakistan. The company specializes in plastic injection molding, pressed sheet metal and nickel chrome plating. Feroz Khan, CEO for OJ Engineering, established the Company in 1987, which currently operates through its manufacturing plants in Karachi and Lahore. The newly-made investment in OJ

JS Bank partners with Dawood Hercules for 11.2 Bn Sukuk

Dawood Hercules:

JS Bank Investment Banking & Treasury Sales team have successfully closed the first of its kind Sukuk* Issue in Pakistan for Dawood Hercules Corporation Limited, totalling to PKR 11.2 Billion**. Over 180 investors participated in this transaction, thus making it the most penetrated debt capital market transaction in Pakistan. JS Bank was the exclusive Advisor and Arranger for the company in this transaction.

*Islamic Corporate Bond issued by companies to raise funds

** Sukuk 1- PKR 5.2 billion

Sukuk 2- PKR 6.0 billion

Engineering will support the business in implementing the planned expansion of its existing product lines as well as boost diversification within the plastic and sheet metal sectors.

The USAID-supported Pakistan Catalyst Fund is a professionally managed investment fund that provides investment capital for Pakistan's dynamic small- and medium-sized businesses (SME). The fund serves as a model for successful investment in Pakistan and will spur the growth of the private equity industry in the country.

A photograph of a modern, multi-story building with a light-colored facade and large glass windows. A prominent feature is a large, illuminated digital sign on the side of the building. The sign has a black background with a white, textured grid pattern. In large, bold, white, sans-serif letters, the words "Partnerships" and "and Alliances" are displayed. The "and" is positioned between "Partnerships" and "Alliances". The building's architecture includes a recessed entrance area with a glass door and a balcony level above the main entrance.

**Partnerships
and Alliances**

JS Bank & Hotel One sign Strategic Business Partnership

JS Bank has entered into a corporate partnership with Hotel One by Pearl Continental, which is the fastest growing budgeted hotel chain in Pakistan.

The signing ceremony was held at Hotel One's Regional Office in Lahore. JS Bank was represented by Head of Alliances - Umair Nizam Shaikh and Regional Manager Alliances - Asim Khurshid, while the Hotel One team members were represented by General Manager Operations - Ali Zubair and Director Finance - Khurram Shahzad.

Under the terms of the agreement, JS Card holders will be able to avail up to 65% discount at 16 Hotel One locations in 12 cities across Karachi, Lahore, Islamabad etc.

Speaking at the venue, Head of Alliances - Umair Nizam Shaikh stated, "JS Bank is working aggressively to build its corporate alliance network. We have a long-term growth strategy and look forward to serving our customers in the most efficient and effective manner."



JS PMYBL & Nestle Pakistan - Farmer Support

JS Bank Limited, through its partnership with Nestle Pakistan, successfully disbursed the first JS Prime Minister's Youth Business Loan (PMYBL) & Nestle loan to Barkat Ali Khan, a supplier of Nestle Pakistan. Through the PMYBL, vendors of Nestle Pakistan can now obtain financing at the lowest mark-up rate of 6% to purchase livestock and/or shed construction, thereby, upgrading their farms and increasing their income.



First JS PMYBL & Nestle loan being disbursed to Barkat Ali Khan.

JS Bank collaborates with Ghandara Group



JS Bank Limited launched a partnership with the Ghandara group to extend financing to Ghandara's existing and potential customers to purchase light commercial vehicles through the Prime Minister Youth Business Loan (PMYBL). Through the partnership, applicants would be able to obtain financing for ISUZU, JAC & DongFeng light commercial vehicles through Ghandara dealerships across Pakistan at an annual mark-up rate of only 6%. The partnership makes JS Bank's entry into the transportation industry through Prime Minister Youth Business Loan (PMYBL), keeping in mind the rising demand for light commercial vehicles in the backdrop of the China-Pakistan Economic Corridor (CPEC).

JS Bank and Engro Foods Limited enter into Strategic Alliance

To further strengthen its presence in the dairy farming sector, JS Bank signed an agreement for collaboration with Engro Foods Limited (EFL) to promote the Prime Minister Youth Business Loan (PMYBL) to EFL's suppliers and vendors. The partnership aims at extending financing of up to PKR 2 Million at a minimum rate of 6% to

applicants for the purchase of livestock and/or upgrade of farms. Through the partnership JS Bank is looking to make inroads into a large pool of farmers to pitch JS Zarkhez for ticket sizes above PKR 2 million.



The agreement was signed by Kamran Jafar, Group Head, Corporate & Retail Banking Group (C&RBG) - JS Bank and Ali Ahmed Khan, Managing Director - Engro Foods. Also present at the occasion were senior individual's from both organizations.

JS Bank and Fetchsky enter into Strategic Partnership



Signing ceremony for strategic partnership between JS Bank & FetchSky. Present at the occasion were Imran Soomro, CIO-JS Bank and Mehdi Haryani, CEO-FetchSky; along with team members from their respective organizations.

Striving for ever greater technological innovation, JS Bank has signed an agreement with FetchSky whereby the Bank will integrate Pekaboo Connect into its digital assets. These include the Bank's website, social media forums and its mobile application. A

highly interactive and customizable digital services suite, Peekaboo Connect digitizes the Bank's product, service and discount offers as well as its location network with rich and standardized data and technology.

Utilizing Peekaboo Connect, the Bank has facilitated customer access to Loyalty offerings and streamlined offer management. By using technology features such as geo fencing, the Bank can customize its customer offerings based on purchaser preferences as well as locations. In addition, patrons can filter offerings based on their personal likes and dislikes using multiple navigation options. It also provides information used for completion of the purchase process such as locations of Branches, contact options, timings etc. Customers can also review and share feedback on their experience.

Speaking at the occasion, Imran Soomro, CIO JS Bank, said

"This partnership with FetchSky aims to introduce innovative technologies and modules to enhance our customer experience."

Mehdi Haryani CEO FetchSky said,

"Peekaboo Connect acts as a bridge between the Bank and third party online retailers to enhance their experience on the Bank's digital platforms."

JS Bank Corporate Alliances - Cards

Quarter 1 – 2018 Highlights of Alliances

 <p>New Year's Campaign</p>	 <p>Bounce</p>
 <p>Pakistan Day Celebrations!!</p>	 <p>Be like a battlefield warrior</p>
 <p>Stoneage</p>	 <p>Sajjad</p>

New Year's Campaign with Daraz.pk 38% Off!!

- JS Cards kicked off 2018 with an amazing $20+18=38\%$ Discount Offer at Daraz.pk. Campaign created a huge buzz in the market & came up with a good overall spend on cards.
- Pakistan Day Celebrations featured a discount offering of 23% Off on some of the top restaurants in the major cities Karachi , Lahore & Islamabad, Multan, etc. The participating brands were The Salt Cave, IbnBatuta, Crema, The Urban Café, Shakespeare Lounge etc. The deals offered were best in the regions & the restaurants witnessed a good turnover due to JS Cards.
- The first quarter of 2018 brought some great offers/deals on JS Bank Cards. Big names were Stoneage , Sajjad, Charcoal Grill, Bounce, Uride, Battlefield, The Sauce Burger etc. JS Bank Alliances has made its presence felt in the Consumer Market and continues to grow rapidly to challenge industry giants.

JS Bank & CarFirst Join Hands to provide First-of-Its-Kind Vehicle program in Pakistan



Babbar Wajid, Head of Product Development & Business Management - JS Bank and Raja Murad Khan, CEO - CarFirst signed an agreement for introduction of a unique Vehicle Trade-in Program. Present at the location were senior members from both organizations.

JS Bank, one of Pakistan's fastest growing financial institutions has joined hands with CarFirst – the nation's leading used-car trading platform to facilitate customers.

Under the terms of this partnership, a unique JS-CarFirst vehicle trade-in program will be offered to site patrons, allowing them to either upgrade, replace, or sell their used vehicles. Offering a streamlined and first-of-its-kind market offering, the program is set to launch in the near future, and will also offer customers the opportunity to avail or upgrade their financing terms at CarFirst purchase centers nationwide. Bank auto-loan customers will additionally be able to sell off their

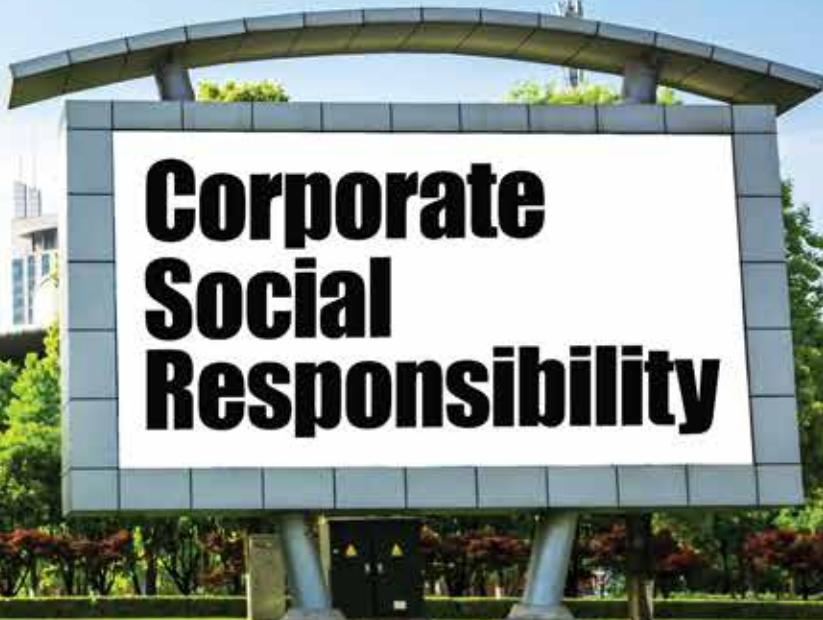
leased vehicles in the most secure and convenient manner.

Speaking at the occasion, Babbar Wajid, Head of Product Development & Business Management at JS Bank, stated:

"JS Bank and CarFirst share a passion for providing customers with seamless solutions to their transport needs. Our partnership will help revolutionize car financing and enable customers to access simple and rapid trade-in financing through the CarFirst network of purchase centers rather than branch visits."

Raja Murad Khan, CEO CarFirst, commented,

"CarFirst is excited to partner with JS Bank. This agreement will combine the strength of both organizations in the auto sector and offer the most convenient and hassle-free way to our customers to buy and sell their cars. Together, CarFirst and JS Bank are striving to give their consumers an amazing trade-in experience."



**Corporate
Social
Responsibility**

JS Bank wins CSR award at the 7th Corporate Social Responsibility Summit & Awards 2018

JS Bank received an award in the category of "Social Impact". The award recognizes the overall positive social impact that JS Bank initiatives have had through its community programs in the areas of health, education, sustainable development and relief efforts across the country.

JS Bank has been recognized for the 6th year in a row for its Corporate Social Responsibility initiatives at the 7th Corporate Social Responsibility Summit & Awards 2018. JS Bank conducts its CSR activities through the charitable arm of JS Group, Mahvash & Jahangir Siddiqui Foundation. Over the years the initiatives

led by Mahvash & Jahangir Siddiqui Foundation have improved lives of numerous Pakistanis. Zaid Haroon, Senior Vice President of Marketing & Brand Management received the award on behalf of the Bank.

The 7th Corporate Social Responsibility Summit & Awards 2018 was organized by The Professionals Network. The honorary award was presented to JS Bank in a ceremony held at the Marriott Hotel in Karachi, which was attended by prominent personalities belonging to the Corporate Sector, Government Organizations, NGO's, Academia and Media.



Zaid Haroon, Senior Vice President Marketing & Brand Management, receiving the CSR award at the 7th Corporate Social Responsibility Awards ceremony on behalf of JS Bank.

Mahvash & Jahangir Siddiqui Foundation collaborates with Bykea to launch Bikers Support Scheme



Muhammad Ali Charanya (COO, Mahvash & Jahangir Siddiqui Foundation), Muneeb Maayr (CEO, Bykea Technologies (Pvt) Limited) signed an agreement for supporting self-employment in bikers.

Mahvash and Jahangir Siddiqui Foundation (MJSF) and Bykea Technologies (Pvt) Limited have signed an agreement to launch the MJSF Bikers Support Scheme. Through this program, bikers who register with Bykea will be able to apply for interest free loans and financial solutions designed specifically to help them increase their potential earnings.

MJSF, as part of its efforts to promote micro-credit and self-employment, will provide bikers with micro-credit facility with zero percent mark-up to enable them to obtain necessary equipment for enrolment with Bykea. This partnership will promote

self-employment within the country, provide individuals the opportunity to use their skills to generate income and increase earnings for social growth.

As part of the arrangement, each biker will receive a smartphone, equipment

and license facilitation whose cost will range between 6,000 - 12,000 PKR. The amount will be interest free and repayable over a period of 8 weeks. In the first phase, 700 registered Bykea users will benefit from this program. The overall program impact will be in multiples of the initial disbursement.

Working hand in hand with its development partners, MJSF is working towards building a sustainable social impact for the underprivileged segments of society.

Mahvash & Jahangir Siddiqui Foundation and Dost Foundation join hands

Striving to drive educational and skill development across Pakistan, the Mahvash and Jahangir Siddiqui Foundation (MJSF) has signed an agreement with Dost Foundation Pakistan (DFP).

Through this partnership, MJSF will provide financial assistance towards DFP's schools and vocational training centers for a period of five years. This support is expected to help increase enrollment of out of school children by up to 10% on an annual basis as well as help in the construction of multiple vocational centers in

the region. By focusing on developing sustainable livelihoods, MJSF is working to improve living standards for the local community.

Based in Skardu, DFP provides educational and vocational facilities in Gilgit Baltistan region. Currently the organization operates 8 schools where currently over 600 students, including 175 girls are being educated whereas the vocational facilities provide training in self-empowerment skills including stitching, embroidery and handicrafts.



Ali Raza Siddiqui, Chief Executive Officer, Mahvash and Jahangir Siddiqui Foundation and Imran Nadeem Shigri, Chairman, Dost Foundation Pakistan signed an agreement for financial support.

Articles

Mistakes - It's not the failures that define us so much as how we respond to them

"I like people admitting they were complete stupid horses' asses.

I know I'll perform better if I rub my nose in my mistakes.

This is a wonderful trick to learn."

- Charlie Munger

"Forgetting your mistakes is a terrible error if you are trying to improve your cognition...

Why not celebrate stupidities!"

- Charlie Munger

"If anyone can refute me - show me I'm making a mistake or looking at things from the wrong perspective - I'll gladly change.
It's the truth I'm after and the truth never harmed anyone.

What harms us is to persist in self-deceit and ignorance."

- Marcus Aurelius in *Meditations*

Sometimes we lose our way.

We make mistakes. We focus on the wrong things. We pursue goals at all costs. We teeter on ethical and moral cliffs. We get too far down a slippery slope. We steal. We cheat. We lie. We deceive others. We deceive ourselves. We don't open ourselves up to our friends. We see crime or fraud and don't speak out.

You can be a good person and still exercise poor judgment.

In these moments we're not the friend others deserve, the partner others choose, the child our parents raised, the exemplar we wish to be, nor the person we're capable of being.

It can happen to the best of us. We're human. We all make mistakes.

Just because we've lost our way doesn't mean that we are lost forever. In the end, it's not the failures that define us so much as how we respond.

Just because we've lost our way doesn't mean that we are lost forever. In the end, it's not the failures that define us so much as how we respond.

Many of us get steered off course at some point in our lives, but what really counts is the choices that follow those mistakes. A teen who gets in trouble with the law, for example, can accept responsibility for his actions, change his behavior, and go on to lead the nation, or he can see only failure and tumble into a vicious cycle of committing ever-larger crimes.

It's not that you stumble, it's that you get back up. It's not that you did something wrong but that you realize what's happening and change. It's not that you messed up as a friend or lover, it's that you see ways you can be better.

Having the wrong priorities is bad enough, but realizing that and refusing to change is worse. It's not that you never took the time to smell the roses and admire the sunset, it's that once you realize this you take the time to notice.

"Success is never final. Failure is never fatal. It's courage that counts."

-John Wooden

Mistakes are bad, no doubt, but not learning from them is worse. The key to learning from mistakes is to admit them without excuses or defensiveness, rub your nose in them a little, and make the changes you need to make to grow going forward. If you can't admit your mistakes, you won't grow.

<https://www.fs.blog/2014/09/mistakes/>

How perfectionists can get out of their own way

by Alice Boyes



Like any extreme trait, perfectionism can be a double-edged sword. Having high standards and being hardworking can help someone stand out in a crowded field, and their tenacity can help them improve their skills over time. And, to an extent, being very conscientious can help avoid errors.

The benefits I've mentioned, and a fear that any flaw will result in catastrophe, can keep people hooked on their perfectionist mindset. However, there are also significant downsides to attempting mistake-free performance.

If you're struggling to let go of some of your perfectionistic tendencies, or managing someone who is, it can be helpful to remember the ways perfectionists can self-sabotage in the workplace. I'll discuss five below. You'll

notice a general theme of the person losing sight of the big picture.

How perfectionists get in their own way

No matter how much it may feel like perfectionism is a helpful trait, it usually isn't. Not every perfectionist will do all of these things, but all of them are counterproductive.

Struggling to make decisions or take action.

Perfectionists are motivated to make the absolute best choice—even when doing so isn't strictly necessary. This can lead to decision paralysis. For example, Bob wants to buy a tool that will accelerate his work, but he's determined to find an option that has no negative reviews. He's driven to do this, even though logically he knows that even great products usually have some negative feedback, and that the specific negative comments he reads aren't particularly relevant to how he plans to mainly use the tool. But because of his self-imposed criteria, it takes him several weeks to choose what to purchase. As a result, he misses out on the benefits of using the tool, and the people on his team see him as indecisive and disorganized.

Worrying excessively about sunk

costs. Since perfectionists tend to ruminate over even tiny mistakes, they're strongly motivated to attempt to recover situations involving sunk costs. For example, Andrea signs up to a service with a monthly fee but doesn't use it. She stays subscribed and sets a goal to get "double value" from the service going forward in order to emotionally recover the money she's lost paying the monthly fee for several months but not using the service. Likewise, Marcus spends 10 minutes on the phone trying to resolve a customer service issue with an agent who clearly doesn't have the power to correct the problem. He doesn't want to give up without success, so stays on the phone for another 20 minutes. Perfectionists can spend too long working on marginally productive activities before moving on.

Avoiding challenges to avoid failure.

Perfectionists want to feel absolutely ready before taking on challenges. This can lead to holding back from advancement or leadership roles. For example, Art thinks

"Before I speak at a conference, I need to take a public speaking course"

when that's not really necessary and not something he'll realistically do anytime soon. As a result, he misses a great opportunity.

Applying their high standards to others.

For the most part, perfectionists tend to apply their extremely rigorous standards to only themselves. However, there can be some bleed-through where the perfectionist also expects others to conform to their standards. This especially applies to group projects where the end result will reflect on the perfectionist. Ranjay alienated his colleagues when he suggested a bunch of last-minute tweaks to a presentation they were preparing; the changes weren't that major, but the team was exhausted and wanted to head home. It felt to them like he was piling on. Nitpicking colleagues or being too demanding can harm relationships and sometimes lead to the perfectionist being socially excluded because they're emotionally hard work to deal with.

Ruminating about weaknesses, mistakes, and failures.

One reason perfectionists are so strongly motivated to avoid small mistakes is because making them triggers their tendency to ruminate. Andrea

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ruminates over the subscription service she doesn't use; Ranjay can't let go of how sloppy that presentation looked. Rumination is negatively-toned overthinking about situations that have occurred (in contrast to worry that's overthinking about situations that might occur). It intensifies emotional pain to the point it's out of proportion to the situation. It causes irritability and feelings of depression, and can disrupt the person's performance and relationships.

What perfectionists can do to change
If you've had a "that's me" experience reading this article so far, these are some practical solutions for minimizing the downsides of perfectionistic tendencies.

Learn from successes. The idea of learning from your mistakes is likely to feel too confronting to a perfectionist, and trigger rumination. An alternative is to learn from your successes. By reflecting on the pathways that led to your successes, you'll be able to see that you achieved a meaningful end despite not doing everything completely flawlessly or being 100% certain of success in advance. Through this process, you'll be able to understand how you can benefit from taking a ready,

fire, aim approach, where you tweak your processes and decisions based on experience rather than from exhaustive research and deliberation.

You can also identify non-perfectionistic, but successful, role models and colleagues — how are they able to be effective without succumbing to perfectionism? Observe what they do and learn from it.

Develop heuristics to enable faster decision-making and action taking. Heuristics or rules of thumb are aimed at producing good decisions most but not all of the time. They help balance the benefits of faster decision-making against any incremental gains you might get from delaying action and continued thinking. For example, a useful heuristic might be, when selecting a hotel to host a work event, you'll define 5 criteria and pick a hotel that meets at least 4 of these 5.

Heuristics are a great method of prioritizing for perfectionists. My personal rule of thumb is

"Do jobs worth \$100+ before <\$100 jobs."

This helps me de-prioritize marginally productive behaviors, like spending 30 mins returning an unsatisfactory low value item to a store when I could be doing something much more productive.

Ask yourself "How could I improve by 1%?" This is a popular approach that's especially useful if you're prone to overcomplicating solutions to problems. Because perfectionists want to be flawless, they're typically dismissive of incremental gains. By looking for how you can improve your behavior by 1%, you'll start to see that there are easier ways to improve than what you're imagining. For example, someone who knows they're too negative and that others find their attitude demoralizing might decide to start making one positive comment during each meeting they attend. This is both a 1% improvement strategy and an example of a useful rule of thumb.

Learn strategies to disrupt rumination. It's a lot easier to tolerate making mistakes and having flaws if you know how to curb rumination. Notice when you are starting to mull over something, and ask yourself if obsessing

over it is really helping you. Often, rumination feels like problem-solving—but it isn't. If your thoughts are just going in circles, or you're noticing that your rumination is putting you into a bad mood, let it go.

By becoming aware of the costs of perfectionism, and how it affects your productivity, well-being, and relationships (both at work and at home), you can start to mitigate this destructive habit.

<https://hbr.org/2018/04/how-perfectionists-can-get-out-of-their-own-way>